

The Appearance of Your Pages

| | |
|-----------|--|
| Project | |
| Date | |
| Your name | |

| | |
|----------|--|
| 1 | What kind of atmosphere do you want your publication to project? ___ Conservative or elegant? ___ Affordable or expensive? ___ Casual or formal? ___ Tolerant or precise? ___ Friendly or exclusive? |
| 2 | Describe your reader. |

From:

Parker, Roger C. "Planning for Success." One-Minute Designer: Section 1, Page 6

Web PR – Level 1